

“Creative Business in the Virtual Gaming World”
11th December 2008, 10.00am to 11.00am, Suntec Level 4

Our ERCI Gaming students have participated in Chris Thompson of Electronic Arts speaking at ATF Keynote on 11 December on the topic of “Creative Business in the Virtual Gaming World”

“Creative Business in the Virtual Gaming World”

Asia has been the growth engine for the global gaming industry which in recent years creates an unrivalled momentum which captivated the west and urges them to eye the pie. Mr. Chris Thompson, VP & GM of EA Asia, will examine the unique industry trends and the driving forces behind this global gaming phenomenon. He will bring us back to Asia and tell how the region could ride the digital wave and become a significant industry player. He will also share his thoughts on the future trends in Asia and the business considerations for content creation and distribution.

Who are ATF?

Asia Television Forum (ATF 2008) conducted their annual event which is the leading TV programming market in Asia where international television programme exhibitors meet with Asian buyers and partners to sell, buy and network (<http://asiatvforum.com/?page=home>).

They have Chris Thompson of Electronic Arts speaking at their ATF Keynote on 11 December on the topic of **“Creative Business in the Virtual Gaming World”** and ATF via SGGA invited ERCI students to participate. ATF provided us complimentary access to this session which held at 10 – 11 am on 11 December, at SUNTEC level 4.





